

Gaining Market and Customer Insights through In-Depth Interviews



Week Six (Final Week)



Contents of this Video

- Week Six Learning Objectives
 - Develop a Report of the Research
- Planning Your Report
- Report Outlines to Consider
- Examples of Report Slides
- Week Six Assignment Instructions



Course Syllabus

Week	Learning Objectives	What You Will Learn	Attachments	Assignment
1	<p>Define the scope of the research project</p> <p>Create an issue tree</p>	<ul style="list-style-type: none"> How to frame up the project, in order to socialize it with your co-workers / supervisor / client, and gain consensus on what problem(s) you are trying to solve with the research Definition of an issue tree, how to construct one, and what level of detail to include at this stage 	<ul style="list-style-type: none"> SCQH article Issue tree example 	Create SCQH and issue tree
2	Describe the target personas	<ul style="list-style-type: none"> How to create persona profiles, and how to prioritize which persona(s) should be targeted for research 	<ul style="list-style-type: none"> Persona templates 	Create persona document
3	<p>Create an interview guide</p> <p>Recruit customers for the research</p>	<ul style="list-style-type: none"> What constitutes a good interview guide for particular lengths of interviews (e.g., 30 minutes vs. 60 minutes), how to start and end an interview, and the importance of open-ended questions Methods for identifying, soliciting and securing agreement from your interviewees 	<ul style="list-style-type: none"> Interview guide example 	Create interview guide
4	Conduct phone, video or in-person interviews	<ul style="list-style-type: none"> How to prepare for a good phone interview, as well as processes and technologies to help them be successful 	<ul style="list-style-type: none"> Best practices when conducting an interview Recording of past interviews 	5-10 minute audio / video recording of a mock interview
5	<p>Analyze interview transcripts</p> <p>Identify recurring themes, voices and key takeaways</p>	<ul style="list-style-type: none"> The value of recording and transcribing interviews, and a method to identify the right data contained in the interviews How to "boil the ocean" and pull-out the most-important messages from the body of interviews 	<ul style="list-style-type: none"> Transcript examples Affinity diagrams 	Read three transcripts and develop an affinity diagram
➔ 6	Develop a report of the research	<ul style="list-style-type: none"> Common report templates and storylines, and how to frame the results appropriately for the audience you're presenting to 	<ul style="list-style-type: none"> Final report examples 	Slides or document summarizing market intelligence gleaned from research



Where are we in the Masterclass?

- Previous Week
 - Reviewing and analyzing transcripts
 - Developing affinity diagrams
- This Week
 - Reporting on your Results
 - Presentation Formats



Planning Your Report

1. Determine if the report is meant to provide data, or to persuade the audience
 - “Here’s the data ... what do you think?”
 - “Here’s what I think we should do, based on this data.”
2. Know your audience ... who are you informing / persuading with the data you’ll be presenting?
 - Product development?
 - Senior management?
 - Customer service?
3. Decide on the most important points you want the reader to leave with
 - The key themes you defined with the affinity diagram
 - The answers to your issue tree questions
 - The “what’s next” you are proposing based on the research
4. Determine if the report is meant to be A) read by your audience, and/or B) presented in front of your audience

Report Layout Ideas

Most-important Information First

1. Executive summary with conclusions and next steps
2. Research process
 - a) Key questions we wanted answered
 - b) People we talked to
3. Key takeaways / themes
4. Supporting data for the themes
5. Re-state conclusions and next steps
6. Appendix with additional supporting data

Most-important Information Last

1. Research process
 - a) Key questions we wanted answered
 - b) People we talked to
2. Key takeaways / themes
3. Supporting data for the themes
4. Conclusions and next steps
5. Appendix with additional supporting data



Techie Co. Report Example

TABLE OF CONTENTS

- Project Overview
- Customers Interviewed
- Voice of Customer Analysis Process
- Key Strengths and Areas for Improvement
- Overarching Themes
- Other Observations
- Project Next Steps
- Supporting Slides

Techie Co.

2



Techie Co. Report Example

CUSTOMERS INTERVIEWED

13 individuals were interviewed over the phone, to hear opinions on Techie Co.'s strengths, areas for improvement, and unique value proposition.

Contact	Client	Title	AM	Market Segment
[REDACTED]	[REDACTED]	CFO	[REDACTED]	Financial Svcs
[REDACTED]	[REDACTED]	Director of Finance	[REDACTED]	E-Commerce
[REDACTED]	[REDACTED]	President	[REDACTED]	Software / SaaS
[REDACTED]	[REDACTED]	Director, Enterprise Technology	[REDACTED]	Retail
[REDACTED]	[REDACTED]	Director of Engineering	[REDACTED]	Software / SaaS
[REDACTED]	[REDACTED]	Vice President	[REDACTED]	Software implementation
[REDACTED]	[REDACTED]	Director of IT	[REDACTED]	Manufacturing
[REDACTED]	[REDACTED]	President & COO	[REDACTED]	Manufacturing
[REDACTED]	[REDACTED]	Technology Manager	[REDACTED]	Event production
[REDACTED]	[REDACTED]	CEO	[REDACTED]	Event production
[REDACTED]	[REDACTED]	IT Procurement	[REDACTED]	Insurance
[REDACTED]	[REDACTED]	VP IT	[REDACTED]	Healthcare
[REDACTED]	[REDACTED]	Office Manager	[REDACTED]	Sports Team

Techie Co.

KEY STRENGTHS AND IMPROVEMENT AREAS

Overall, Techie Co. is well-liked by the clients interviewed, and has earned their trust. The following strengths and areas for improvement were cited most-frequently by people (listed in ranked order).

STRENGTHS

- Very responsive
- Can buy only what I need
- Grows with us
- Admits their mistakes
- Good people
- One-stop shop for IT services
- Has our best interests in mind
- An extension of our team
- Collaborative
- Onsite engineers

AREAS FOR IMPROVEMENT

- Makes choices / recommendations that serve their own interests sometimes, not their clients' interests
- Customers feel they're sometimes being taken advantage of by Techie Co.
- Techie Co. charges high prices

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Techie Co. Report Example

OVERARCHING THEMES

Customers were asked to provide five words to describe Techie Co. Analysis of those responses, and of the aforementioned strengths, results in four main descriptors of the company, centered around their people and service.

WORD CLOUD FROM CUSTOMER RESPONSES

Note: Size of the word in the word cloud represents frequency of the responses by customers.

OVERARCHING THEMES

- ALWAYS THERE FOR US
- LIKEABLE AND PERSONABLE
- EXPERTISE
- TRUSTWORTHY AND HONEST

Techie Co.

7

ALWAYS THERE FOR US

Customers feel that Techie Co. is ultra-reliable, responsive, and quickly on top of issues when they happen. Many customers also feel Techie Co. can scale as their business scales.

KEY VOICES

Very responsive

An extension of our team

Grows with us

Proactive / thinks ahead

SELECT QUOTES

“ I just think that they're reliable, available around the clock. In a production facility like ours, we have some pretty hard deadlines and if something's broken we need immediate assistance. And they always seem to be available either remotely or they'll come to our office and handle our need. ”

“ So that group really is, it's an extension of our team, but they've got the server guys, I don't, they've got the network guys, I don't, they've got the architect guys, I don't, they've got the 24x7 NOC, I don't, they have the licensing experts, I don't, they've got the procurement team, I don't.. ”

“ What Techie Co. brings to my piece of comfort zone is that they have the ability to grow and modify with us, so if we double in size I know that Techie Co. is going to be there to be able to double with us, not necessarily double their company, but double the services that they have. ”

“ We were dealing with a phishing thing that was running rampant through our whole system. And we were getting ready to get on the phone with Techie Co. to start working through, and 30 seconds later, before I had a chance to pick up the phone, Matt was calling me to talk about it. ”

Techie Co.

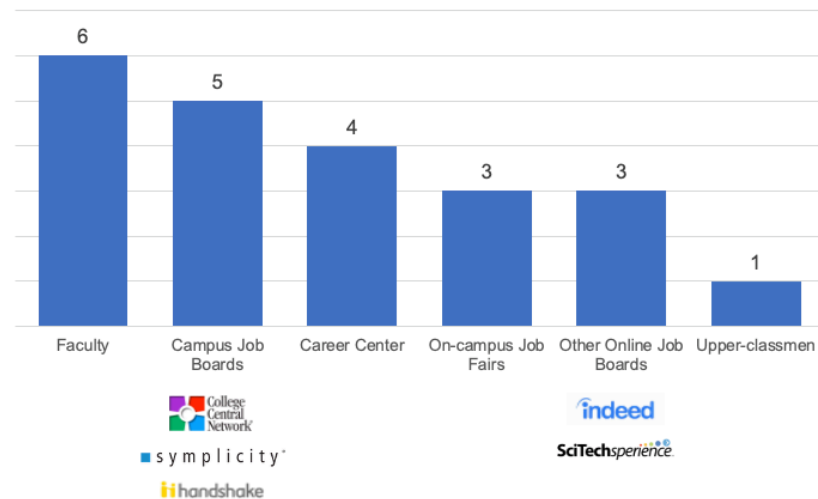
8

Other Slide Example

How do Students Find Internships?

Students are generally on their own when it comes to finding their internship, but institutions offer resources, especially in cases where an internship is required to graduate. Often times, faculty are involved in helping students find internships. There appears to be no shortage of online job boards, both supplied by the career centers as well as third-party sites.

Responses



State University Student Services

Quotes

"Yes, it's common for a student in class to ask the faculty member for where they might go to work and get an internship."

"And so there were, there were a handful of employers that the teachers, the instructors typically knew that those were places that the students could find their internships."

"Usually, the internships that our students find out through our local businesses who usually reach out to us as faculty in the department and they say we have an open position for an internship and then do you have someone in your program that would be good?"

"Yes. At the technical college, it was just a job posting board that students could log in with their User ID and all of those career partners, two year schools in the urban areas, they're all using the same one, College Central Network."

9



Your Week Six Assignment

- Review the final report examples and articles attached to the discussion post
- Post your own report based on actual or upcoming research
 - Can be something you created before, or something new you're doing along with this course
 - Feel free to make it a “ghost deck” with just slide titles and an overall flow figured out
 - Include who the intended audience is / will be for the report
- Post to the Discussion Group by Monday February 22 at 12:00 PM Pacific
- Review and comment on at least one other member's work



Thanks and good luck!

